

Request for Qualifications

Northeast Indiana Works



Purpose

Northeast Indiana Works, formerly the Northeast Indiana Regional Workforce Investment Board, is seeking proposals from marketing agencies to help guide the organization in a rebranding effort that will focus on but not be limited to the recent name change to Northeast Indiana Works and development of a new logo, website and key language that will be used on the website, other external and internal marketing materials and general communications. The selected agency may be asked by the organization to work with another software provider of the organization's choosing that will develop complex interactive website software allowing the organization to extend its reach to prospective clients. In that event, the selected agency would work with the other provider to ensure that the software platforms are compatible.

The selected agency may also be asked to help develop the complex interactive software in addition to providing print, broadcast and other marketing materials.

Organization Overview

Northeast Indiana Works provides public and private financial and employment resources to businesses and individuals for education and skills training to meet the needs of regional industries. The board sets policy for how public and private funds are utilized to support talent development. It also operates and staffs the 11 county-based WorkOne Northeast career centers in the region.

It provides services to more than 40,000 people and 1,200 companies each year, and conducts its work following values that emphasize respect, integrity, passion and quality.

Rebranding Goals

The organization currently has little traction in the public arena; knowledge of its products and services generally does not extend beyond its 11 northeast Indiana WorkOne career centers.

Our core rebranding and marketing focuses are:

- Strengthening the brand of the organization and establishing it as the go-to place for workforce development information and services.
- Creating an increased awareness among companies of the sundry training opportunities available to them and the availability of skilled workers to fill open positions.

- Creating an increased awareness among individuals in the communities served by the organization of the training, education and other services available to them, much of it at no cost.
- Dispelling the widely held label that the organization's WorkOne locations are merely "unemployment offices."
- Furthering the region's mission to develop, attract and retain talent.

Audiences

Northeast Indiana Works has a number of key audiences, including companies throughout northeast Indiana, as well as the unemployed, underemployed, or anyone seeking to upgrade their skills and/or find a job. The organization communicates and collaborates regularly with other economic development organizations, public officials and community organizations. For the purposes of website development, the chief audiences are companies and people seeking to upgrade their skills and/or securing employment.

Scope of the Work

The selected agency must be willing to work collaboratively with Northeast Indiana Works staff and additional outside vendors as needed.

Initiatives the selected agency will be involved in:

- General brand development
- Developing a new logo and key language that support the thrust of the organization's missions and distinguish it from other economic development organizations
- Developing a first-phase website that over time will become increasingly interactive and may include such features as on-line registrations and on-line tutorials and workshops. The website must establish the organization as an umbrella entity that operates or oversees such programs as WorkOne, Jobs for America's Graduates, Be Someone Now and adult education
- Project and budget oversight and management

The agency may be asked to assist in:

- Development of printed marketing materials
- Radio and video/TV production
- Advertising strategy and placement
- Streamlining and/or unifying communication efforts

Requested Agency Information

1. Brief overview of agency and a one- or two-sentence description of why you are interested in working with Northeast Indiana Works
2. List of agency capabilities, including complex interactive software development experience and programming language knowledge
3. List of current clients
4. Description of how your agency differentiates itself from competitors
5. At least one case study demonstrating your creativity and versatility
6. List of outside vendors you might use, including IT providers and data centers and their experience
7. Explanation of your billing process and rates, including:
 - a. Fixed pricing and deliverables
 - b. Billable hours
 - c. Media Commissions
 - d. Travel
 - e. Other
8. Description of how your agency works and communicates with clients

Evaluation of Proposals

Agencies will be evaluated and selected based on the following criteria:

1. Professionalism of the response
2. Innovative ideas/solutions offered as part of the proposal
3. Quality and success of work presented in case studies
4. Interest in aligning with the culture and mission of Northeast Indiana Works
5. Cost/pricing estimates
6. Technical, creative and resource capabilities of the agency
7. Location of agency

Timeline

Questions related to this Request for Qualifications will be accepted in writing when submitted to KGreen@NEINworks.org. Proposals should be submitted no later than December 6, 2013. A total of five hard copies of your completed proposal and one PDF version should be submitted to:

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